



Celebrating San Diego's Aloha Spirit



MESSAGE FROM COUNCILMEMBER FRYE . . .

A Return to Civility

These are trying times for our city and our residents. Our city faces not only a financial crisis, but also a crisis of confidence. However, we must turn this crisis into an opportunity to become a city with open, honest and effective government – a city based on trust and respect between government and all members of our San Diego community.

We must stop accepting a corrupted system as normal by resetting the baseline to one where honesty, courtesy, trust, respect and civility are the norm, not the exception. We must also tone down the rhetoric and work together to find common ground. We need to be a city that works for everybody, not just a few.

We must not shrink from adverse conditions but acknowledge them, accept responsibility for them and then act to change them in a direct and disciplined manner. We must work for shared

Continued on Page 4

Solar Energy Week: Time to Think Beyond Oil

Sept. 25 - Oct. 1 Summit Offers Wide Spectrum of Events

You'd be hard pressed to think of a better city than San Diego to host a week-long symposium dedicated to the future of solar



power. But don't think this city's first-ever **Solar Energy Week** is just for tinkers and scientists.

centers and discount warehouses are starting to sell residential systems that turn sunlight into electricity and can zero out your electric bill. Solar Energy Week brings it all into focus and will be the largest such event ever held in the San Diego region."

Local businesses — SDG&E, Kyocera Solar, BP Solar, Pardee Homes, Qualcomm and the International Brotherhood of Electrical Workers — are supporting the event, and local government entities — including the city of San Diego — will

Continued on Page 3

On the contrary, there will be something solar-related for everyone during the week of September 25 through October 1, say organizers with the non-profit **San Diego Regional Energy Office (SDREO)**.

With gasoline prices soaring and electricity costs statewide some of the highest in the nation, interest in solar as an alternative energy source has never been greater.

"Solar power is fast becoming mainstream," said Irene Stillings, SDREO's executive director. "Even the big home-improvement



Inside This Issue

<i>Coastal Cleanup Day Volunteers Needed. . .</i>	<i>2</i>
<i>Community Leader Highlight</i>	<i>3</i>
<i>Fond Farewell to Sunset Bowl</i>	<i>5</i>
<i>Serra Mesa Street Fair Coming</i>	<i>6</i>



Serving

Bay Ho

Bay Park

Birdland

De Anza

Clairemont

Kearny Mesa

Linda Vista

Mission Valley

Mission Bay Park

Mission Village

Morena

Serra Mesa



Frye Lights: Celebrating San Diego's Aloha Spirit



Volunteers Needed Throughout San Diego for September 17 Coastal Cleanup Day

Organizers are hoping to draw more than 6,000 volunteers all over San Diego County September 17 for the 21st annual **Coastal Cleanup Day**, a statewide effort that is the largest of its kind in the nation.



Councilmember Frye urges everyone who can to help pitch in to help clean up San Diego's beaches and shorelines on Coastal Cleanup Day, an event sponsored by the California Coastal Commission in partnership with such

wonderful groups as **I Love A Clean San Diego** and **San Diego Baykeeper**. For more information, visit www.cleanupday.org.

And don't forget the **Mission Valley Preserve** along the San Diego River, which needs your help as well. For more details, contact **Rob Hutsel** of the San Diego River Park Foundation at 619-297-7380.

Councilmember Frye "Green" with Pride Over Johnson & Johnson's R&D Facility



Councilmember Frye joined executives with Johnson & Johnson Pharmaceutical's research and development facility in La Jolla to celebrate the company's receipt of the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) certification. The facility's environmentally friendly design and operations were hailed by Councilmember Frye, a long-time advocate of eco-friendly business practices.

Upcoming GE&O Meetings

To protect the public's right to know, Councilmember Frye created and chairs the City Council's **Government Efficiency and Openness Committee** (GE&O). The GE&O Committee's areas of responsibility include, but are not limited to, the Ralph M. Brown Act (California's open-meeting law), Permanent Rules of Council, the Public Records Act, Community Right to Know, Accuracy of Government Information, Citizen's Right to Privacy, Consumer Protection, Efficiency and Effectiveness of Government Services and Annual Budgetary Issues.



- **September 12**
- **September 26**

All meetings begin at 9 a.m. on the 12th floor of City Hall, 202 C Street. For more information, contact **Kevin Smith**, GE&O Committee Consultant, at 619-533-6469.

Nomination Deadline Oct. 6 for Clairemont Beautification Awards

It's that time of year again to heap praise on those who've worked hard in the past year to make the community of Clairemont a better place to live and work.



The nomination deadline is October 6 for the 5th annual **Clairemont Beautification Awards**. Sponsored by the Clairemont Town Council, the awards are aimed at promoting quality home, commercial and public improvements in the community that enrich the lives of Clairemont residents and encourage continued quality improvement within the community.

Any home, commercial building or public project in Clairemont is eligible for nomination. Entry for an award, which must be postmarked by October 6, may be made by the owner or any resident of Clairemont who appreciates an improvement made to the community.

Categories are single-family residential (any new or re-modeled home), commercial (office buildings, retail centers, etc.) and public improvements (parks, community centers, public art, and the like).

Winners will be announced at the November meeting of the Clairemont Town Council. Entries may be mailed to: CTC Beautification Awards, P.O. Box 11793, San Diego, CA 92177.



Community Leader Highlight — Jo-Ann Carini —

Jo-Ann Carini has been a resident of Linda Vista for many years, and her devotion to this community is what makes her our Community Leader for the month of September.

Jo-Ann has been influential in the opening of Silver Terrace Park on Friars Road.



She has also organized and run monthly Community Cleanups in Linda Vista — the most recent of which yielded more than 31 tons of unwanted furniture, appliances, and miscellaneous items. She has also worked with People for Trees, Urban Corps and City staff to find plants and trees for Linda

Vista. As a member of the Code Compliance Committee and Landscape Assessment District, Jo-Ann works tirelessly to make Linda Vista a clean and beautiful place for the residents and visitors of her community.

Councilmember Frye applauds Jo-Ann for helping make our community a better place to live and work.

New Audible Traffic Signal at Mt. Alifan Drawing Rave Reviews

In these challenging times at City Hall, sometimes it's the little things that make the job of governing truly rewarding. Case in point: The hard-working staff in the city's Streets Division recently installed chirping traffic signals at the intersection of Genesee Avenue and Mt. Alifan Drive in Clairemont, and residents are thrilled.

One senior, longing for independence to cross a busy street in order to buy groceries, fill prescriptions and pick up her dry cleaning, told Linda Woodbury, the city's Disability Services Coordinator, "It's finally possible now for me to feel independent. . . . And what a thrill to hear the bird!"



Another resident remarked, "It's so good to know that the cuckoo is there to reinforce my decision to walk out in front of all of that busy traffic."

Councilmember Frye thanks city staff for their fine work!

Solar Energy Week Sept. 25 - Oct. 1

Continued from Page 1

be making formal proclamations this month declaring September 25 to October 1 as Solar Energy Week.

"Solar Energy Week is an important step for our community to address these issues and start to solve some very real problems," Stillings said. "Bringing businesses, residents and policy makers together will have a positive impact on the future of solar in San Diego."

Councilmember Frye, a strong advocate of solar and other renewable resources, hailed the event as a watershed moment in shifting San Diego's priorities toward positive change.

"Solar is not only a great local economic engine," Frye explained, "but pivotal in reducing global warming emissions, minimizing air pollution, and reducing our reliance on fossil fuels. Attracting this type of business industry to San Diego would contribute to positive revenue."

Solar Energy Week will feature a full schedule of events, including: SDREO's sixth annual solar homes tour; a guided bus tour of commercial solar installations; technical workshops and seminars; Solar Family Day at the Reuben H. Fleet Science Center in Balboa Park; and a solar conference with topics on solar basics, legislative issues, technology trends, economics and applications.

For the most up-to-date schedule, visit the Solar Energy Week website at www.solarweek.sdenery.org.

How Many Things in Life Are Free? Try 17,000 Trees

In cooperation with the wonderful folks at **People for Trees**, the **San Diego Regional Energy Office** is giving away 17,000 trees — yes, absolutely free — to San Diego County residents.

Why? Several reasons. In addition to improving your neighborhood's appearance and increasing property values, trees provide a number of benefits. They create shade, reducing the need for air conditioning and the so-called "urban heat island" effect by lowering the outside air temperature.

Trees also improve air quality by removing carbon dioxide — a greenhouse gas — from the atmosphere and releasing good ol' oxygen. Trees also absorb excess ground water, thereby reducing storm runoff.

The Regional Energy Office estimates that homeowners

Continued on Page 4

Frye Lights: Celebrating San Diego's Aloha Spirit



MESSAGE FROM COUNCILMEMBER

Continued from Page 1

solutions and shared responsibility and not allow the dialogue to turn these troubled times into an "us vs. them" mentality because it is tearing our city apart.

We must stop marginalizing people with differing points of view — people such as Diann Shipione, who had the courage to speak out about the pension. We must learn to listen to others and incorporate their good ideas to help us solve the city's problems.

The current unrest must be cleansed of cynicism and distrust; we need to be committed to positive change and a return to a civil dialogue. Seeing the heart-breaking devastation left by Hurricane Katrina, it becomes abundantly clear that San Diego is an incredibly blessed city with caring and hard-working people. It strengthens my belief that we will come out of this crisis better than ever, but only if we work together and communicate openly and honestly with one another.

As always, I am available to meet with you and ask that you take the opportunity to express your views on all issues that concern you. On Friday, September 23, I will be at the Bayside Community Center in Linda Vista from 9 to 11 a.m., the Serra Mesa Recreation Center from noon to 2 p.m., and the Clairemont Community Service Center from 2:30 to 4:30 p.m. I will also have a booth at the upcoming Serra Mesa Street Fair on Saturday, September 17. I look forward to seeing you there.

Thank you,

Hlonna Frye

Councilmember Frye Tapped To Join City's Rules Committee

Councilmember Frye has been chosen by Acting Mayor Toni Atkins to join the City Council's influential Rules, Finance and Intergovernmental Relations Committee.

The committee's areas of responsibility now include a variety of important city matters, such as council rules, economic development, international airports, the Port District, interagency/bi-national agreements, taxes, fees, assessment, labor relations, the City Charter, telecommunications and intergovernmental relations.

In addition, Councilmember Frye becomes the new Chair of the San Diego River Conservancy. She will also continue to chair the city's Government Efficiency and Openness Committee, which she pushed to establish.

Councilmember Frye Celebrates 60th Anniversary of VJ Day



Councilmember Frye (pictured with Navy Legalman First Class Lennard A. Thomas) joined thousands of veterans and current members of the military as the nation celebrated the 60th Anniversary of VJ Day (Victory over Japan) at the North Island Naval Base on August 30.

17,000 Free Trees Offered

Continued from Page 3

can save an average of more than \$150 annually in energy costs by planting a tree near their homes.

The nursery-quality trees — with more than 20 varieties to choose from — are made available for single-family homes (up to five trees), condo and apartment buildings (two per housing unit) and schools (no limit).

This program is only available for one more year, so don't hesitate.

The Cool Communities Shade Tree Program is funded by California ratepayers under the auspices of the state Public Utilities Commission through a public-goods charge on electric and gas bills.



For more information, simply visit the website trees.sdenergy.org or call toll-free 1-888-831-8620 (for English) or 1-800-805-2294 (for Spanish) to obtain a program booklet and application. So hurry, before the free trees are gone — and help clean the air!

Frye Lights: Celebrating San Diego's Aloha Spirit



Toby Wells YMCA Opens at Former GenDyn Missile Park

The **Toby Wells YMCA**, a satellite branch of the Mission Valley YMCA, opened to great anticipation August 27 in Kearny Mesa.

Situated in a 6-acre park setting that once was home to the General Dynamics Missile Park, the Toby Wells YMCA is the non-profit organization's 24th facility in San Diego County.

The sleek, 45,000-square-foot building — located at 5105 Overland Avenue — boasts some spectacular amenities, particularly a much-needed developmental pre-school for children ages two to five.

The \$12 million facility also includes an 11,000-square-foot gymnastics center, a state-of-the-art sliding roof, a 25-yard swimming pool with a slide and spa, a fitness center with the latest training equipment, a basketball court, soccer field, playgrounds and a community meeting room.

Councilmember Frye thanks everyone involved in making this facility a reality and encourages residents of Kearny Mesa and Serra Mesa to check it out — and join!



Councilmember Frye talks with Dick Webster, executive director of the Mission Valley YMCA, outside the new Toby Wells YMCA (below) — named after a young Poway man who died in an accident in 2000. His family created a foundation that gave \$4 million toward its construction.



We'll Miss You, Sunset Bowl!



Sadly, the end of August brought the end of Clairemont's famous **Sunset Bowl**, which closed its doors for good on August 31.

One of the first businesses in Clairemont, the bowling center has provided San Diegans with 48 great years of family entertainment and community involvement. The Kahn family, owners of the bowling alley, decided to close the 52-lane facility for economic reasons and concerns about the risks associated with operating a liquor-related business. Councilmember Frye attended Sunset Bowl's goodbye party on August 27 and bowled a few games.

The bowling alley is scheduled to be torn down and replaced by **Madera**, a 77-unit condominium project. Approval of the condominium project was recommended by the Planning Commission in late August and will come before the City Council on September 27. Lyon Homes, the developer of the project, plans to incorporate solar roofing into the units, qualifying it for the Solar Expedite Program.

Councilmember Frye wishes the Kahn family all the very best and thanks Sunset Bowl for nearly a half century of community involvement, good fun and wonderful memories.



Councilmember Frye with Milt Galik, general manager, and co-owner Susie Kahn at the goodbye party for Clairemont's Sunset Bowl.

Clairemont Family Day Draws Hundreds

On July 23, Clairemont held its 16th annual **Family Day Celebration**. Along with hundreds of volunteers, business leaders and community organizations, members of Councilmember Frye's staff were in attendance to answer questions.

After browsing the wares and hopping on a few rides, Councilmember Frye presented a proclamation to **Beverly Thompson**, honoring her as Clairemont's Volunteer of the Year. Family Day visitors also might have noticed the new "Celebrate Clairemont" banners throughout the community, which will change with each new community event.

Frye Lights: Celebrating San Diego's Aloha Spirit



Construction on Serra Mesa/Kearny Mesa Library Booking Right Along



Construction on the new branch library for Serra Mesa and Kearny Mesa is about 30 percent complete. Despite earlier delays from the tumultuous rains that hit San Diego, the library is still on pace for completion by March 2006. Watch for occasional traffic delays while utility lines are run to the Aero Drive project in coming weeks.

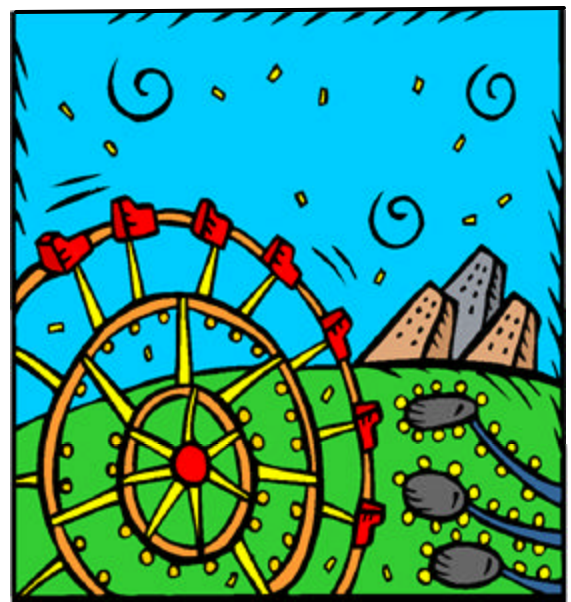
6th Annual Serra Mesa Street Fair Set for September 17

If it's September, then it must be time once again for the fabulous **Serra Mesa Street Fair**. In its sixth year, the Street Fair in 2005 boasts the theme "Discovering Serra Mesa" — and what you'll discover is that Serra Mesa is one terrific community.

The fair is scheduled to be held Saturday, September 17, from 10 a.m. to 6 p.m., and for the second year in a row takes over the intersection of Sandrock Road and Greyling Drive. Organizers hope to surpass last year's crowd of more than 5,000 people.

The fair, sponsored by the **Serra Mesa Community Council**, will feature live music, carnival rides, a beer garden, a healthy gathering of food vendors and loads of family-friendly entertainment.

Councilmember Frye — who will have a booth at the fair — will be on hand through the middle of the day to talk to any residents about any topic they choose. Councilmember Frye encourages you to get out and support the fine folks in Serra Mesa. But most of all, just come on out and have a great time!



Frye Lights: Celebrating San Diego's Aloha Spirit



Important Phone Numbers

Abandoned Vehicles	858 495-7856
Animal Regulation	619-236-4250
Beach & Bay Advisory	619-235-1169
Birth and Death Records	619-237-0502
Brush Abatement	619-533-4444
Building Permits	619-446-5000
Buses/MTS Access	619-233-3004
Canyon Watchers Program	858 292-6484
City Council Docket Info	619-533-4000
City Directory	619-236-5555
Community Service Center	858 581-4111
Code Violations	619-236-5500
Curb Maintenance	619-527-7500
Dead Animal Removal	858 694-7000
Dog Licenses	619-767-2675
Fire Stations	619-533-4300
Graffiti	619-525-8522
Hazardous Materials Hotline	858 694-7000
Housing Commission	619-231-9400
Humane Society	619-299-7012
Libraries	
Balboa	858 573-1390
Clairemont	858 581-9935
Linda Vista	858 573-1399
North Clairemont	858 581-9931
Serra Mesa	858 573-1396
Litter Control	858 492-5010
Noise Regulation	619-236-5500
Office of Small Business	619-685-1390
Park and Recreation	619-525-8219
Parking Citations	619-236-7145
Police: Non-Emergency	619-531-2000
Pot Hole Hotline	619-527-7500
Rec Centers	
Kearny Mesa	858 573-1387
Linda Vista	858 573-1392
North Clairemont	858 581-9926
Serra Mesa	858 573-1408
South Clairemont	858 581-9924
Tecolote	858 581-9930
Recycling Hotline	858 694-7000
Senior Citizens Services	619-236-6905
Serra Mesa Community Connection	858 565-2473
Sewer Repair/Spills	619-515-3525
Sidewalk Maintenance	619-527-7500
Stormwater Pollution Hotline	619-235-1000
Street Lights	619-527-7500
Street Sweeping	619-527-7500
Traffic Control	619-533-3126
Tree Maintenance	619-527-7500
Water Emergency	619-515-3525
Water Utilities	619-515-3500
Zoning Regulation Info	619-236-5555

District Six Community Meetings

Clairemont Town Council

Place: Clairemont High School Cafeteria,
4150 Ute Drive

When: 1st Thursday/Month

Time: 7:00 p.m.

Clairemont Mesa Planning Committee

Place: Clairemont Friendship Senior Center,
4425 Bannock Ave.

When: 3rd Tuesday/Month

Time: 6:30 p.m.

Kearny Mesa Planning Group

Place: National University,
9388 Light Wave # 114

When: 3rd Wednesday/Month

Time: 12:00 p.m.

Linda Vista Civic Association

Place: Baha'i Center

6545 Alcala Knolls Drive

When: 3rd Thursday/Month

Time: 6:30 p.m.

Linda Vista Planning Group

Place: Linda Vista Library,
2160 Ulric Street

When: 4th Monday/Month

Time: 6:00 p.m.

Mission Bay Park Committee

Place: Rotating Venue

When: 1st Tuesday/Month

Time: 6:00 p.m.

Mission Valley Community Council

Place: Mission Valley Library,
2123 Fenton Parkway

When: 3rd Wednesday/Odd Months

Time: 6:30 p.m.

Mission Valley Unified Planning Committee

Place: Mission Valley Library,
2123 Fenton Parkway

When: 1st Wednesday/Month

Time: 12:00 p.m.

Serra Mesa Community Council

Place: ARC, 9575 Aero Drive

When: 4th Wednesday/Month

Time: 7:00 p.m.

Serra Mesa Planning Group

Place: Taft Junior High School,
9191 Gramercy Dr.

When: 3rd Thursday/Month

Time: 7:00 p.m.



Councilmember Donna Frye
City Administration Building
202 C Street, MS 10A
San Diego, CA 92101

Frye Lights: Celebrating San Diego's Aloha Spirit



The District Six Staff:

Steven Hadley
Chief of Staff

Nicole Capretz
Senior Policy Advisor

Lisa Gonzalez
Senior Policy Analyst

Kevin Smith
Committee Consultant

Keith Corry
Mary Ann Kempezenski
John Lamb
Pari Sanati-Zaker

Council Representatives

Lee Chiles Mayes
Scheduler/ Office Manager

To Contact
Councilmember
Frye:



Phone: (619) 236-6616

Fax: (619) 236-7329

Address:

202 "C" Street, M.S. 10A

San Diego, CA 92101

E-Mail:

DonnaFrye@sandiego.gov

Web Site:

www.sandiego.gov/cd6